

POSITION DESCRIPTION

Health Education Officer - BreastScreen Marketing and Recruitment Officer - Lismore

Our CORE values
Collaboration Openness Respect Empowerment



Organisation	NSW Health
Local Health District / Agency	Northern NSW Local Health District
Position Classification	Health Educ Off Grad
State Award	Public Hospital (Professional & Associated Staff) Conditions of Employment (State) Award
Category	Population Health Health Promotion
Vaccination Category	Category A
ANZSCO Code	251911 Health Promotion Officer
Website	www.nnswlhd.health.nsw.gov.au/

PRIMARY PURPOSE

Developing and delivering successful marketing and recruitment strategies to maximise the participation of eligible women in the BreastScreen Program to achieve reduced mortality and morbidity of breast cancer and improve the health status of women.

ESSENTIAL REQUIREMENTS

Valid unrestricted drivers' licence for use in NSW/Australia.

Responsibilities under WHS - Non-Supervisor

You must take all reasonable care for yourself and others and comply with any reasonable instruction, policies and procedures relating to work health safety and wellbeing.

KEY ACCOUNTABILITIES

Develop, implement and monitor marketing and recruitment plans and protocols to meet BreastScreen Australia National Accreditation Standards and enhance the participation and rescreen compliance rates in the eligible population.

Analyse population and screening participation data across the Local Health Districts to plan, develop, implement and evaluate evidenced based strategies and initiatives to maximise participation and rescreening of eligible women.

Develop, implement and monitor initiatives that focus on specific populations at risk of under screening to improve participation and therefore outcomes for women accessing the service

Optimise the promotion of BreastScreen NSW marketing and educational resources across a range of channels including media platforms and face to face audiences to enhance the participation and rescreen compliance rates in the eligible population.

Deliver tailored information sessions about breast cancer and breast screening to the community, healthcare professionals and organisation which is accurate, appropriate and relevant to enhance understanding.

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Develop surveys to measure client experience and satisfaction in order to inform review and improvement

Contribute to BreastScreen NSW North Coast accreditation review, quality assurance programs, research programs, ongoing education and service planning to incorporate a marketing and recruitment perspective to these areas.

Contribute to the Cancer Institute NSW Social marketing, Health Promotion and Partner Engagement (SHAPE) network to enable the transfer of two-way information.

KEY CHALLENGES

- Coordinate and foster a single service attitude and team approach with staff based in multiple locations.
- Meeting competing demands and priorities requiring both proactive and responsive marketing and recruitment activities across the service.

KEY RELATIONSHIPS

Who	Why
Director BreastScreen	Day to day operational matters and decision making.
Service Management Team	Consult with and inform on projects, service planning and operations.
Clients and Stakeholders	Foster partnerships and Networks to develop strategies to promote breast screening participation.
Cancer Institute NSW and BreastScreen NSW State Coordination Unit	Liaise and maintain positive relationships with Marketing and recruitment representatives in order to share knowledge and implement key projects.

SELECTION CRITERIA

1. Tertiary qualifications in marketing, communications, health education, health promotion or other relevant tertiary qualification and/or substantive proven experience in marketing, health education or health promotion.
2. Demonstrated high level written, oral and interpersonal communication skills.
3. Demonstrated experience in working collaboratively with internal and external stakeholders, communities, clinicians and large groups to achieve agreed outcomes.
4. Demonstrated ability to work effectively unsupervised and as a productive member of a multi-disciplinary team.
5. Demonstrated ability to plan, develop, implement and evaluate marketing and promotion projects.
6. Demonstrated effective organisational skills with a proven ability to prioritise workloads and meet deadlines and targets.
7. Valid unrestricted drivers' licence for use in NSW/Australia and willingness to travel across the North Coast and other locations as required in accordance with the duties of this position.

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OTHER REQUIREMENTS

Professional Behaviour and Communication

All employees are required to achieve, uphold and model a high standard of professional behaviour and communication.

- Any conduct on your part, whether during or outside business hours, which has the capacity to affect or damage the professional reputation of NSW Health, or your ability to uphold that reputation or image, could lead to disciplinary action, including dismissal
- Appropriate professional behaviour incorporates all levels of interpersonal behaviour, including formal and informal communication with colleagues, patients and carers

All employees are responsible for:

- Complying with all current NSW Health and NNSWLHD policies, including the NSW Health Code of Conduct
- Complying with profession-specific Code of Ethics/Code of Professional Conduct and Scope of Practice

Workplace Culture

Your workplace behaviours and practices are expected to:

- Proactively contribute to a positive, productive and safe workplace culture
- Adhere to the CORE values of Collaboration, Openness, Respect and Empowerment identified in the NSW Health Workplace Culture Framework

Privacy

All employees are expected to comply with personal information protection principles and health privacy principles as per the NSW Health Privacy Manual for Health Information, NSW Health and NNSWLHD privacy policies and procedures, and relevant legislation:

- Privacy and Personal Information Protection Act 1998 (NSW)
- Health Records and Information Privacy Act 2002 (NSW)

Performance

All employees will:

- Have a performance agreement with their manager, linking individual performance objectives and role requirements to corporate objectives
- Participate in an annual performance appraisal
- Be responsible, with the support of their managers, for proactively developing their own performance to meet expectations and achieve objectives
- Actively contribute to their performance management by having open and honest conversations with managers and colleagues and providing and receiving constructive feedback

Quality Improvement

NNSWLHD complies with the National Safety and Quality Health Service Standards. All employees are expected to:

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- Be aware of and comply with their responsibilities under the Standards
- Actively participate in quality improvement initiatives within their teams
- Participate in organisation-wide quality improvement activities as required

Workplace Health & Safety

All employees have responsibilities under the Workplace Health & Safety Act of 2011. Signing this Position Description confirms you understand the responsibilities relevant to your role.

Risk Management

All employees are expected to notify into the incident management system any incidents and patient complaints which occur in your own area (both clinical and corporate incidents).

All employees will:

- Identify and manage risks in your own area, and report risks to your manager which are beyond your capacity or authority to manage